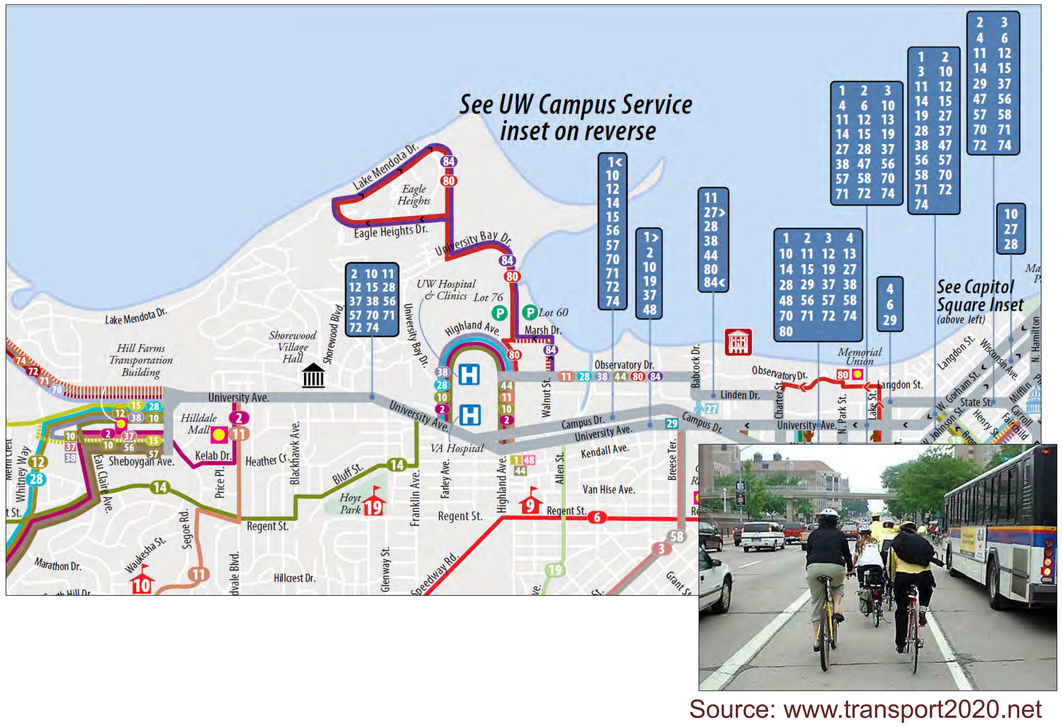
Summary of Transit Conditions

Metro Transit

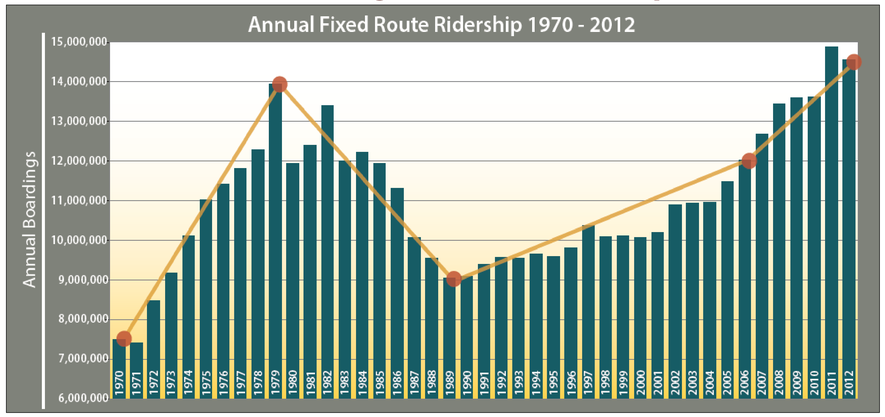


Source: www.transport2020.net

In 2011, more than 14.9 million rides were recorded on Metro Transit, a 9.5 percent increase over 2010. Currently 8.6 percent of work trips in Madison use transit, which ranks 44th in the nation.

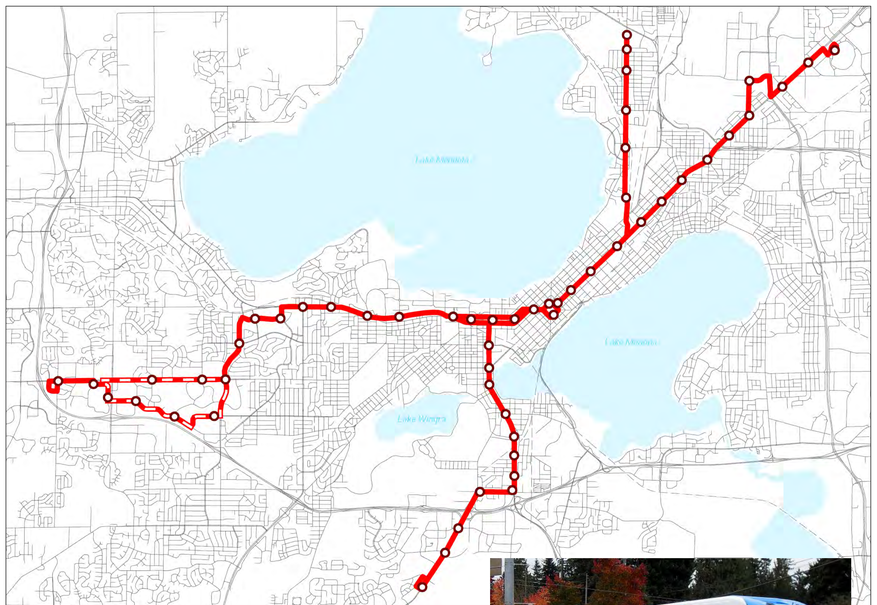
University Avenue is an extremely important transit corridor. There are 16 Madison Metro route numbers that serve University Avenue, not including supplemental school service. Almost 490 buses travel on University Avenue during a typical weekday, not including school service.

Increasing Metro Ridership



Source: Metro Transit 2012 Annual Report

Bus Rapid Transit



The Madison Transit Corridors Study (BRT Study) evaluated Bus Rapid Transit (BRT) in the Madison area. The study, completed in May 2013, was funded by part of a federal Sustainable Communities Regional Planning grant administered by the Capital Area Regional Planning Commission (CARPC), and led by the MPO. The BRT Study evaluated four corridors: north, south, east and west out of the downtown area that included a common central segment in the UW Campus area and central isthmus. Those corridors are the most heavily traveled transit corridors in the city with over 20,000 of about 60,000 total daily boardings. In the West corridor, the study analyzed a Mineral Point Road alignment that included an option for 4.3 miles of fixed guideway in the median of University Avenue.

The total estimated cost of the BRT system is about $138 Million (2016 dollars). Daily ridership is forecasted to range from about 4,000 to 10,000 trips per day on each of the corridors.

The study concluded that the fixed guideway alternative (BRT-only lanes in the median) along University Avenue would require additional right-of-way to be purchased from adjacent businesses, and would have particularly severe impacts east of Shorewood Boulevard.

Summary of Existing Right-of-Way and Potential Transit Priority

University Avenue Width Constraints make Providing Dedicated Lanes Difficult

~100’ of width buildings to parking

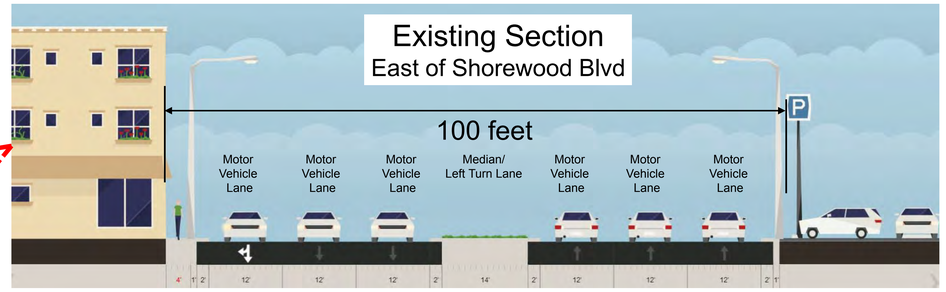
~100’ of width buildings to retaining wall

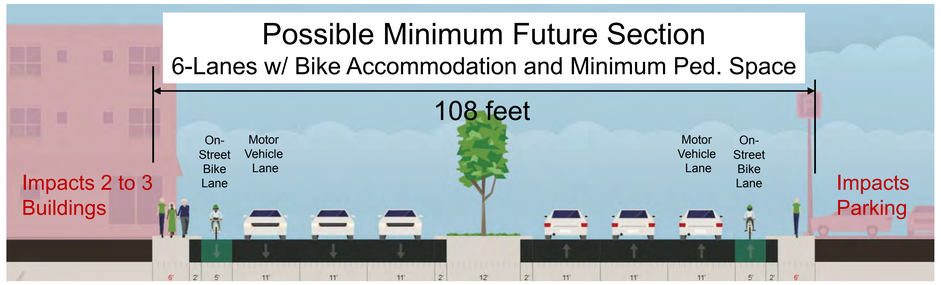
~110’ of ROW/width

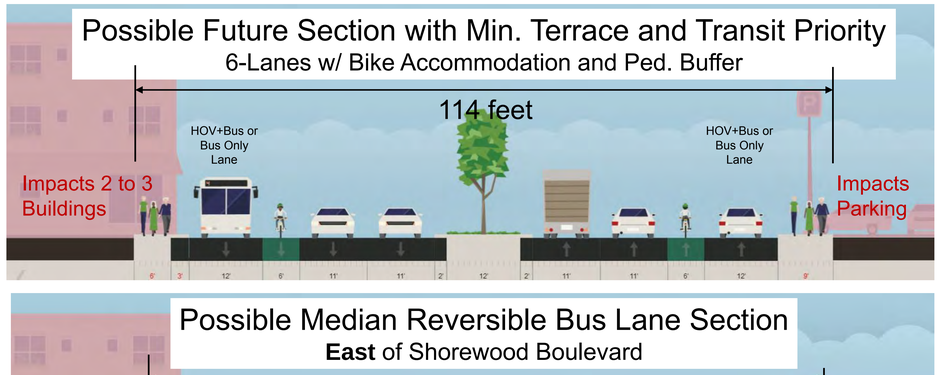
~120’ of ROW/width

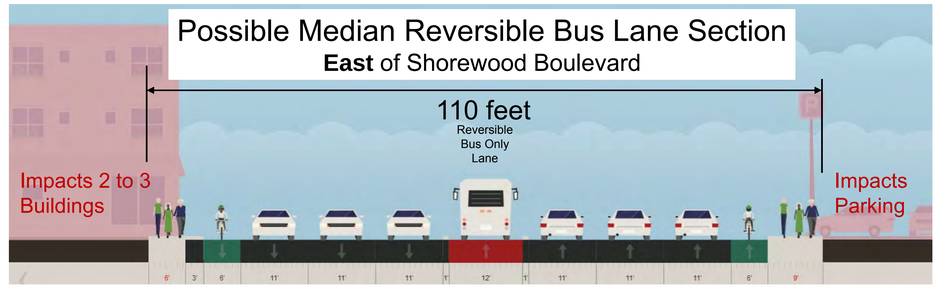
~135’ to 150’ of existing Right of Way/usable width

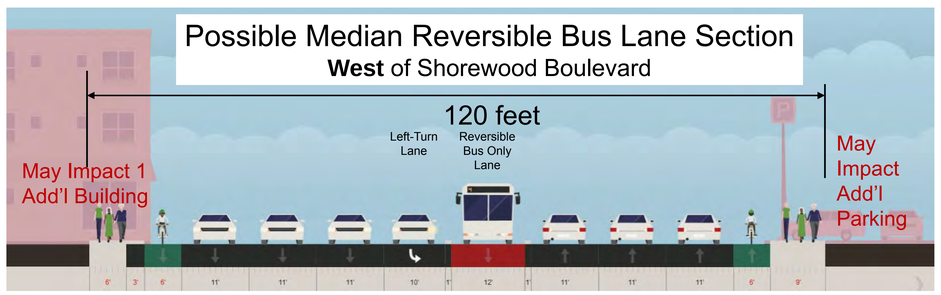
Existing and Potential Typical Sections (Looking West)

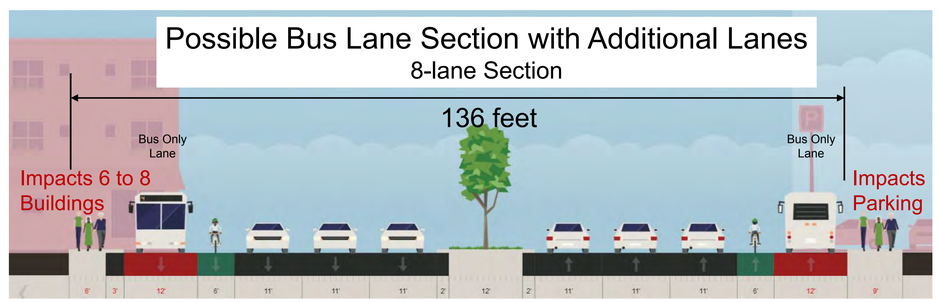






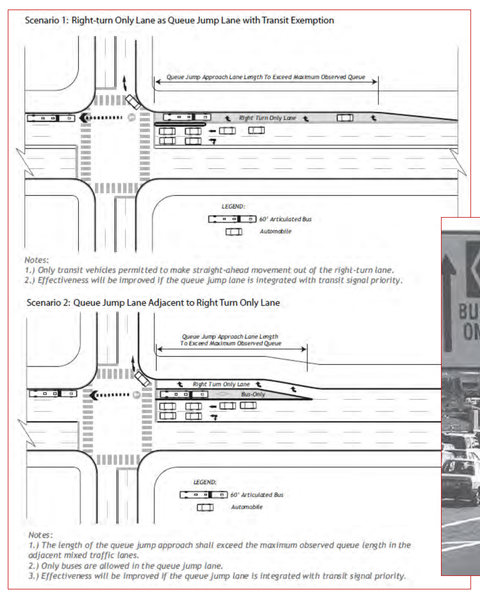






Potential Transit Priority along University Avenue at Intersections

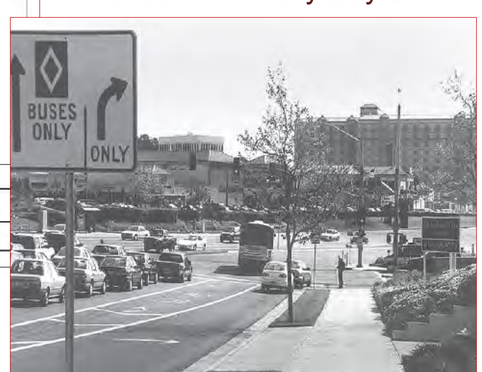
Transit priority measures are roadway treatments that allow transit (buses) to achieve quicker travel times. Improving travel times for transit provides an incentive for transit use and can increase the people carrying capacity of the corridor.



Potential treatments include:

- Queue jump for transit vehicles
- Transit signal priority

Most feasible at Midvale Boulevard and Farley Avenue/ University Bay Drive intersections



Source: BRT Service Design Guidelines, VTA Transit Sustainability Policy